



Direct Hit Auto Launches Services To Resuscitate Lost Automotiive Service Customers

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Direct Hit Auto in West Warwick, Rhode Island, has recently announced the introduction of a service that will help to resuscitate PMA lost service customers. The company focuses solely on automotive marketing and says that this service is designed to help the service departments in such dealerships to drive back customers that no longer use their service. For a limited time, they are offering car dealers a Lost Client Service Special.

"Many customers go to smaller garages instead of dealership service centers," says Mark Casey, founder of Direct Hit Auto. "We have implemented a service that is designed to get those customers back into the dealership service centers and help auto dealerships increase their revenue. You can learn more, and connect with others that we are currently working with on our Facebook page."

Casey says that between nine months to a year after a customer has last been in for a service, they are considered lost service customer to the dealership. This is a problem for dealerships for many reasons. He says that most of the profit margins are retained in the service department versus the front house. For example, the service department retains about 78 percent of the profits versus about 7 to 13 percent of new

car sales and other frontend transactions.

Most automotive franchisors place a (PMA) primary market area guideline to these franchisees that they need to maintain. This means that those dealerships need to keep their customers in their service departments. Casey states that some PMA penetration should be 70 percent or higher but differentiates per manufacturer.

"We typically charge between \$25 -\$35 for every lost / past service client we bring back to the dealership," states Casey. "We have thoroughly tested these techniques and our typical results over a 30-45 day period have seen us drive between 40-100 of these lost service clients back into the dealerships service department."

Casey states that for this promotion, Direct Hit Auto is offering a one-time introductory fee of only \$500 down. He states that this one-time fee makes it simple, easy and extremely affordable for dealerships to try the service. The company offers services in all 50 United States. Ideal dealership candidates that the company typically works with should be doing between 100-350 car sales per month. Those interested can contact Mark Casey on the company's website at <http://directhitauto.com/>. More information can be obtained at their Facebook page <https://www.facebook.com/directhitauto>.

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For more information about Direct Hit Auto, contact the company here: Direct Hit Auto Mark (855) 534-5696
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Direct Hit Auto

Direct Hit Auto is devoted to the automotive industry. Providing integrated automotive dealer marketing solutions for new and used vehicle dealerships.

We help Dealerships hit their numbers each month.

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